



U.S. Commercial Service Shenyang
U.S. Consulate General Shenyang
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U.S. Commercial Service Senior Caring Roadshow Application Form
Dalian-Shenyang-Harbin, Northeast China
October 21-25, 2013

Agenda

Monday Oct. 21

Arrive Dalian
Optional dinner- internal briefing and discussion

Tuesday Oct. 22

am Senior Caring Symposium- presentations by U.S. participants and two Dalian speakers
noon Networking lunch reception
pm Roundtable discussion with local authorities
Travel from Dalian to Shenyang by Train

Wednesday Oct. 23

am Senior Caring Symposium- presentations by U.S. participants and two Shenyang speakers
noon Networking lunch reception
pm Roundtable discussion with local authorities
Travel from Shenyang to Harbin by Train

Thursday Oct. 24

am Senior Caring Symposium- presentations by U.S. participants and two Harbin speakers
noon Networking lunch reception
pm Roundtable discussion with local authorities
Nursing home tour in Harbin

Friday Oct. 25

Depart Harbin

(Pending) Venue

Hilton Dalian
Shangri-La Shenyang
Shangri-La Harbin

Contact

Ms. Liu Yang, Commercial Specialist (yang.liu@trade.gov)
Mr. Zhou Jun, Healthcare Cooperation Program Executive Director (jzhou@amchamchina.org)
Ms. Anne Wang, APCO Worldwide Associate Director (qwang@apcoworldwide.com)
Ms. Wan Xiaolei, USTDA China Coordinator (xiaolei.wan@trade.gov)

A. U.S. PARTICIPANT CONTACT INFORMATION

<u>Company Name:</u>		
<u>Company Website:</u>		
<u>U.S. Address:</u>		
<u>City:</u>	<u>State:</u>	<u>Zip Code:</u>

<i>(IF APPLICABLE)</i> <u>China Address:</u>		
<u>City:</u>	<u>Province:</u>	<u>Postal Code:</u>
<u>Contact Person:</u>		<u>Title:</u>
<u>Contact Tel:</u>		<u>Contact Fax:</u>
<u>Contact email:</u>		
<u>Alternative Contact Person:</u>		<u>Title:</u>
<u>Alternative Contact E-mail:</u>		<u>Alternative Contact Tel:</u>

B. SYMPOSIUM/PRESENTATION/NETWORKING LUNCH RECEPTION

PRESENTATION THEME: Choose one and enter your proposed title and presentation language (**E** for English and **C** for Chinese).

Current trends in the senior care industry	
Managing chronic disease and improving quality of life for seniors	
Emerging technologies that enable high-quality senior care services	
Best practices and new models for senior care management (e.g. Public-Private Partnership)	

Please note that presentations are limited to 15 minutes in Chinese. If presentations are in English, please be aware that presentation will be limited to 7.5 minutes in English allowing for 7.5 minutes of translation into Chinese. Please note that interpreters must be provided by the participants.

C. SYMPOSIUM/PRESENTATION/NETWORKING LUNCH RECEPTION

PRESENTER INFO, IF KNOWN AT THIS TIME (PLEASE ATTACH BIO):

<u>Presenter Name and Title (English and Chinese):</u>		
<u>Address:</u>		
<u>City:</u>	<u>State:</u>	<u>Zip Code:</u>
<u>Contact Tel:</u>		<u>Contact Fax:</u>
<u>Contact email:</u>		

D. OTHER INFORMATION

DESCRIPTION OF YOUR COMPANY'S PRODUCTS OR SERVICES AS RELATED TO YOUR THEME:

E. SYMPOSIUM/PRESENTATION/NETWORKING LUNCH RECEPTION

WHO IS YOUR TARGET AUDIENCE?

F. SYMPOSIUM/PRESENTATION/NETWORKING LUNCH RECEPTION

WHAT TOPICS YOU WOULD LIKE THE LOCAL SPEAKERS TO COVER IN EACH CITY (e.g.- policy, challenges, trend and priorities relating to senior housing and elderly caring).

G. ROUNDTABLE DISCUSSION WITH LOCAL AUTHORITIES

IF KNOWN, PLEASE LIST THE TOP 3 CHINESE GOVERNMENT ENTITIES OR ASSOCIATIONS THAT YOU WISH TO HAVE DISCUSSIONS WITH IN EACH CITY:

H. ROUNDTABLE DISCUSSION WITH LOCAL AUTHORITIES

PLEASE LIST THE TOPICS THAT YOU WOULD LIKE ADDRESSED DURING THE ROUNDTABLE DISCUSSION (e.g. regulator, insurance, financing, government procurement, private service provider funding, other):

I. OTHER INFORMATION

ARE THE PRODUCTS OR SERVICES THAT YOU PLAN TO DISCUSS ALREADY APPROVED IN CHINA?

J. PARTICIPATION FEE

Standard Company Fee (incl. function space rental & set-up, coffee/tea break/ buffet lunch/ reception dinner/ ground transportation/ advance trip/ government meetings/ printing/RSVP)	\$4,600 USD each
Per additional company representative (in addition to the presenter, each company may add 2 representatives for a total of no more than 3)	\$260 USD each

Please note the participation fee does not include airfare, hotel accommodation, transportation between roadshow cities, interpreter or other miscellaneous expenses.

PLEASE ENTER THE NUMBER OF ADDITIONAL COMPANY REPRESENTATIVES: _____

NOTES:

- (1) In order to be eligible for participation, your company must certify that your company's products and/or services are manufactured or produced in the United States or, if manufactured/produced outside of the United States, the product/service must be marketed under the name of the U.S. firm and have U.S. content of at least fifty-one percent of the value of the finished goods or services.
- (2) The objective of this roadshow is to include a cross section of healthcare companies to reflect the various themes in northeast senior caring. Applications will be considered in this context.
- (3) Payment will be handled through the U.S. Department of Commerce's E-Menu. Participation Agreements will be separately created and sent to each company allowing for online payment by credit card.